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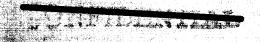


to four query for support to me to some U.S. goods which could be down in Moscow at the J.S. appropried exhibition has been considered at a list follows.

2. Sertado questicoja areas etas our branches examined the problem. A try words will be devoted to these. The basic purpose of the exhibithen is not clear. Is the W.S. Covernment attempting to stimulate Seriet orders in the U.S.? This seems doubtful. Is the U.S. going to present a complete picture of the U.S. economy from a producer's viewpoint? This doce not seem to be the case. Is the U.S. attempting to stimulate Moscow's urban consumers by implied comparison with their relatively sustere consumer supplies? This appears to be a partial answer. There is no question that the tremenious quantity of consumer goods in the 4.5. is a source of amazement to all foreign nationals. The main emphasis in the U.S. exhibition in Moscow should probably reflect this quantity and variety, though some method of giving a more rounded view of the U.S. also should be sought. A display of machine tools and object production equipment should be considered, though it is probable that a sizeable display of Agricultural Machinery, Office Machines, Vehicles and other and products which are in themselves capital goods might be more effective than machine tools and other metalworking machinery.

3. Some concern should be shown in the U.S. exhibition for non-Seviet nationals in the Soviet capital. There usually are many representatives from the underdeveloped countries and other uncommitted mations in Moscow. It is possible that the impact of the U.S. exhibition on these people might be equally as great as the hoped for impact on the citizens of Moscow.

With some of the problems outlined above in mind, a list of problems continued above in mind, a list of



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a. Production Equipment?

- 1. A M.S. correctitation exhibit of agricultural machines and equipment. This exhibit might contain a cotton picker (Soviet technology and production of these machines have been problems); a rubber-tired tractor-plow (there are few, if any, of these in the USSR); are natingly harvester; a self-propelled windrower; miscellaneous farm equipment including a milking machine, veterinarian instruments and animal feeders.
- 2. A dis-casting machine or injection-molding machine. In connection with either of these machines it has been suggested that the one exhibited be a type big enough to be impressive as an industrial machine yet geared to a continuous on-the-spot production of a small souvenir for all visitors. This small item might even have a certain utility e.g., an ash-tray, a comb, or fingermail file. In addition if a small embosser or other printing machine type were installed a simple greeting or flag, etc. might be included.
- 3. A complete "horby" whop of power tools for wood and metalworking. This installation might point out both the productive and leisure-time benefits of such shops. There are many items which could, for a relatively low price, be included in such an exhibit. A lathe (single or combination type), milling machine, band saw, jig saw, sander, drill press, are a few of the items.

b. Consumer Goods:

- Is Within the range of sporting goods a wide variety of types could be included with emphasis on those sports which are popular in the U.S.S.R. Included might be an exhibit of fishing tackle and the literally thousands of items from which U.S. fishermen can choose. A similar exhibit of camping equipment might well make the "outdoors" exhibit the hit of the show.
- 2. U.S. progress in home music reproduction could be tied into a technical and cultural exhibit. The phonograph and its historical developments (high fidelity units, tape recordings, records, etc.) would certainly be a high quality exhibit. In this display it might be very effective to not only tie in the progress and development of the art, but also devote a part of the display to some of the modern high fidelity kits in various stages. Such a show could graphically illustrate the rather



pullk adapts ion of N.S. fore from the laboratory to the onsumer and it is quite that one of the mainstreams of U.S. - Seviet communitation will be through music and the arts.

- 3. U.S. progress in photography could be highlighted and built around two items; neither of which has any present place in Soviet life. One would be the Polaroid Land Camera cobviously a toy; in some respects; but judging from reports from Europe; a very impressive one. The second could be movie cameras and projection equipment.
- 4. American clothing and shoes with special emphasis on synthetic fibers. While some fashion items might be desirable a clothing exhibit pointed at office workers, factory workers, student, children, and homemakers would be very effective.
- 5. A catalogue store such as those operated by Montgomery Wards and Sears, Roebuck & Co. could be devastating. Particularly if catalogues were distributed to any visitor.
- 6. A full-scale working U.S. home complete with all appliances, fabrics, furniture, books, recreation room, etc. should be given serious consideration. Parts of U.S. homes in this country plus a similar exhibit in Mastern Europe a few years ago have been viewed by foreign visitors and have resped many benefits.
- Consideration should be given to the installation of a sell-book society U.S. milk processing plant. This could be a like it process and bottle (cortes) milk for visitors. The sear wilk would be a problem, but if U.S. processed milk that the objectionshie wilked and processed into charolists wilk the objectionshie wilked of blads' milk would be overcome. Male the use of this solite in the U.S.S.R. is almost unbound of it is search while in the U.S.S.R. is almost unbound of it is search while in the U.S.S.R. is almost unbound of it is searched as their children and sight even like it them.

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